



## Steps of Audience Analysis

### Step 1

Determine – Who is your audience?

### Step 2

Write down the specifics.

### Step 3

Research the audience using resources such as the library, websites, statistical indexes, and interviews.

### Step 4

Use the information you gather to complete the following checklists:

You may want to add or omit items from the checklist depending on the specifics of your audience and speech.

### Audience Analysis Checklist (from Verderber 2000)

1. The audience education level is:  
\_\_\_\_ high school      \_\_\_\_ college      \_\_\_\_ post college
2. The age is from \_\_\_\_ to \_\_\_\_\_. The average age is about \_\_\_\_\_.
3. The audience is approximately \_\_\_\_% male and \_\_\_\_% female.
4. My estimate of the income level of the audience is:  
\_\_\_\_ below average      \_\_\_\_ average      \_\_\_\_ above average
5. The audience is basically \_\_\_\_ the same race \_\_\_\_ a mixture of races

6. The audience is basically:  
\_\_\_\_ the same religion      \_\_\_\_ a mixture of religions
7. The audience is basically:  
\_\_\_\_ the same nationality      \_\_\_\_ a mixture of nationalities
8. The audience is basically from:  
\_\_\_\_ the same state      \_\_\_\_ the same city  
\_\_\_\_ the same neighborhood      \_\_\_\_ different areas

### Step 5

Use your analysis to predict the audience's response to your topic.

1. Audience interest in this topic is likely to be:  
\_\_\_\_ high      \_\_\_\_ moderate      \_\_\_\_ low
2. Audience understanding of the topic will be:  
\_\_\_\_ great      \_\_\_\_ moderate      \_\_\_\_ little
3. Audience attitude about me as a speaker is likely to be:  
\_\_\_\_ positive      \_\_\_\_ neutral      \_\_\_\_ negative
4. Audience attitude toward my topic will be:  
\_\_\_\_ positive      \_\_\_\_ neutral      \_\_\_\_ negative